

LAUREN PALETZ *DESIGNS*

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EDUCATION

B.F.A Graphic Design
Florida Atlantic University

SKILLS

- Extensive experience in Adobe Creative Suites (Indesign, Illustrator, & Photoshop) & Canva
- Experience with Figma, Adobe Experience Manager(AEM), Adobe XD, Jira, HTML & CSS
- Experience with Content Management including Email & Social Media Management Software
- Photo & Video Editing

INDUSTRY

EXPERIENCE

- Publication
- Food and Beverage
- Events
- Real Estate
- Consumer Goods
- Luxury Goods & Services
- Tech
- Hospitality
- Cannabis

EXPERIENCE

Terrascend | *Digital Designer* 08/2024 - 08/2025

- Managed daily e-commerce operations and blog content leading to a 30% increase in online purchases.
- Developed and optimized digital assets in collaboration with marketing stakeholders to align promotional messaging.
- Coordinated with creative agencies to deliver high-quality assets and monitored e-commerce performance metrics for IT leadership.

Aisle Rocket | *Digital Designer* 03/2022 - 05/2024

- Created high-quality digital marketing assets, including web/mobile designs, email templates, and social media graphics for clients like Whirlpool, Kitchenaid, Brunswick and BBQ Guys.
- Developed interactive multimedia elements that enhanced user engagement.
- Achieved increased viewer traffic and improved Google rankings for client brands.

At Properties | *Senior Graphic Designer* 04/2019 - 03/2022

- Designed diverse marketing collateral, including brochures, flyer's, and digital assets for over 3,000 Realtors® nationwide.
- Led the team in creating a content backlog hub, streamlining content creation and organization.
- Established content and branding standards to enhance consistency and efficiency.

Modern Luxury | *Senior Graphic Designer* 09/2016 - 04/2019

- Designed print advertisements and gate-folds valued at over four million dollars for clients, featured in 80+ publications nationwide.
- Created digital assets, including email blasts, newsletters, and banner ads for the Modern Luxury brand.
- Led junior staff, ensuring adherence to brand standards and quality expectations.

J.R. Dunn Jewelers | *Graphic Designer & Photographer* 2014 - 2016

- Developed and managed email campaigns, social media graphics, printed materials, and web banners for both physical and online retail.
- Oversaw product management, SEO content, and product photography.
- Conducted post-production work on jewelry photographs to enhance visual quality.